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Serial No: 09/883,619 Examiner: Chevalier, Alicia Ann
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For: STORAGE CONTAINER FOR RECORDED MEDIA
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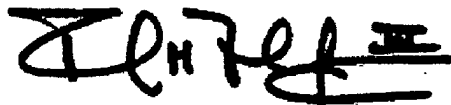
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Revised APPEAL BRIEF

Sir:

This revised appeal brief is submitted in response to the Notification of Non-Compliant dated December 17, 2009.

The Applicant respectfully requests the entry and consideration of this Appeal Brief.
The Applicant respectfully requests a decision in favor of the patentability of the claims.



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TABLE OF CONTENTS

(i) Real party in interest	3
(ii) Related appeals and interferences	4
(iii) Status of claims	5
(iv) Status of amendments	6
(v) Summary of claimed subject matter	7
(vi) Grounds of rejection to be reviewed on appeal	11
(vii) Argument	12
(viii) Claims appendix	20
(ix) Evidence appendix	26
(x) Related proceedings appendix page	27

(i) Real Party in Interest.

This patent application is owned by one of the joint inventors, Robert Martin Wynalda, Jr., of Comstock Park, Michigan. The patent application is licensed to Wynalda Litho, Inc. of Belmont, Michigan. Information about the company may be found at www.wynaldalitho.com.

(ii) Related Appeals and Interferences.

There are no related interference procedures presently pending or contemplated.

(iii) Status of Claims.

Claims 7-15, 23, 27, 28, 30-32, and 34-39 are pending. Claims 7-15, 23, 27, 28, 30-32, and 34-39 are rejected and appealed.

Claims 1-6, 16-22, 24-26, 29 and 33 are canceled.

(iv) Status of Amendments.

The Applicant did not file any amendments subsequent to the final rejection.

(v) Summary of Claimed Subject Matter.

Independent Claim 7

Claim 7 recites the structure of a CD or DVD storage container (reference numeral 10, specification page 3, lines 2-17) for holding multiple discs and for providing multiple locations for printed graphics (page 9, line 7). The container structure recited in claim 7 requires the container (10) to include a paperboard cover (20, page 5, line 11) having a front cover member (24, page 5, line 13), a rear cover member (26, page 5, line 13), and a spine (28, page 5, line 13) disposed between the front (24) and rear (26) cover members.

The container of claim 7 includes at least one substantially rigid page (22, page 5, lines 11-12) includes a structure (42, page 7, line 15) adapted to hold at least one item of recorded media. The page (22) has first and second side surfaces (FIG. 6, page 7, line 20) with the structure (42) adapted to hold at least one item of recorded media disposed on one of the first and second sides of the page (22). Claim 7 also requires each page (22) to be adapted to hold two items of recorded media (page 7, line 17). Claim 7 also requires that each page (22) is formed from two page halves (44, page 7, lines 18-22) that are connected together in a back to back arrangement so that two discs are accessible from opposite sides of each page (22).

Claim 7 further requires the page (22) to have at least one edge (70, page 9, line 12) connected to the spine (28) with an adhesive (72, page 9, line 14) to connect the page (22) to the cover (20). This is shown in FIGS. 7-10. The edge (70) of the page (22) defines a pocket (see FIGS 7-10, page 9, lines 14-16) that is V-shaped in cross section to provide a pocket for the adhesive (72). The V-shaped pocket (shown in FIGS 7-10 filled with adhesive 72) having an apex disposed directly between the first and second sides of the page (22). The pocket is indented into the edge (70) as shown in FIGS. 7-10.

The front (24) and rear (26) cover members are moveable between open (FIGS. 3-4 and 7-11) and closed (FIGS. 1-2) positions (page 5, lines 15-17).

Independent Claim 27

Claim 27 recites the structure of a CD or DVD storage container (reference numeral 10, specification page 3, lines 2-17) for holding multiple discs and for providing multiple locations for printed graphics (page 9, line 7). The container structure recited in claim 27 requires the container (10) to include a paperboard cover (20, page 5, line 11) having a front cover member (24, page 5, line 13), a rear cover member (26, page 5, line 13), and an outer spine (28, page 5, line 13) disposed between the front (24) and rear (26) cover members. The spine (28) is a unitary body having an outer surface and an inner surface as shown in FIGS 7-10 with at least the outer surface of the outer spine (see FIGS 2 and 7-10) being exposed for viewing when the cover (20) is closed.

A substantially rigid page (22, page 5, lines 11-12) adapted to hold a pair of disc-shaped items of recorded media. The page (22) has at least one edge (70, page 9, line 12) connected to the inner surface of the outer spine (28) with an adhesive (72, page 9, line 14) to connect the page (22) to the cover (20).

Claim 27 further requires the page (22) to have first and second page halves (44, page 7, lines 18-22) with the first and second page halves (44) having been separately formed and joined together back-to-back (see FIG. 6, page 7, lines 18-20) to form the substantially rigid page. Each of the page halves (44) has a disc holding hub (42, page 7, line 15) adapted to hold a disc-shaped item of recorded media.

Claim 27 further requires a literature card (68, page 8, line 21, FIG. 6) to be pressed (page 8, line 22) between the first and second halves (44) such that the literature card (68) is disposed between the disc-shaped items of recorded media when the disc-shaped items of recorded media are carried by the page halves (44).

Independent Claim 30

Claim 30 recites the structure of a CD or DVD storage container (reference numeral 10, specification page 3, lines 2-17) for holding multiple discs and for providing multiple locations for printed graphics (page 9, line 7). The container structure recited in claim 27 requires the container (10) to include a paperboard cover (20, page 5, line 11) having a

front cover member (24, page 5, line 13), a rear cover member (26, page 5, line 13), and an outer spine (28, page 5, line 13) disposed between the front (24) and rear (26) cover members. The spine (28) is a unitary body having an outer surface and an inner surface as shown in FIGS 7-10 with at least the outer surface of the outer spine (see FIGS 2 and 7-10) being exposed for viewing when the cover (20) is closed.

The front (24) and rear (26) cover members are moveable between open (FIGS. 3-4 and 7-11) and closed (FIGS. 1-2) positions (page 5, lines 15-17). The front (24) and rear (26) covers pivot (page 6, line 4) with respect to the outer spine (28) independent of the rigid page (22).

This claim also requires the container (10) to have a page (22, page 5, lines 11-12) having a structure (42, page 7, line 15) adapted to hold two items of recorded media on opposite sides of the page (22). The page (22) has at least one edge (70, page 9, line 12) and an outer perimeter (FIGS. 3, 4, and 11). The edge (70) of the page (22) is connected to the inner surface (FIGS. 7-10) of the outer spine (28) with an adhesive (72, page 9, line 14) to connect the page (22) to the cover (20).

Claim 30 requires the outer perimeter of the page (22) to be disposed directly between the front cover member (24) and the rear cover member (26) when the front and rear covers are closed on the page 22 as shown in FIG. 2.

Independent Claim 35

Claim 35 recites the structure of a CD or DVD storage container (reference numeral 10, specification page 3, lines 2-17) for holding multiple discs and for providing multiple locations for printed graphics (page 9, line 7). The container structure recited in claim 27 requires the container (10) to include a paperboard cover (20, page 5, line 11) having a front cover member (24, page 5, line 13), a rear cover member (26, page 5, line 13), and an outer spine (28, page 5, line 13) disposed between the front (24) and rear (26) cover members. The spine (28) is a unitary body having an outer surface and an inner surface as shown in FIGS 7-10 with at least the outer surface of the outer spine (see FIGS 2 and 7-10) being exposed for viewing when the cover (20) is closed.

This claim further requires the container (10) to have a substantially rigid page (22, page 5, lines 11-12) adapted to hold a pair of disc-shaped items of recorded media. The page (22) has at least one edge (70, page 9, line 12) connected to the inner surface of the outer spine (28) with an adhesive (72, page 9, line 14) to connect the page (22) to the cover (20).

This claim further requires the page (22) to have first and second page halves (44, page 7, lines 18-22) with the first and second page halves (44) having been separately formed and joined together back-to-back (see FIG. 6, page 7, lines 18-20) to form the substantially rigid page. Each of the page halves (44) has a disc holding hub (42, page 7, line 15) adapted to hold a disc-shaped item of recorded media.

Claim 11

Claim 11 is a dependent claim that requires the page halves (44) to be connected together with a weld (60, page 8, line 10).

Claim 34

Claim 34 is a dependent claim that requires the page halves (44) to be connected together with a weld (60, page 8, line 10).

Claim 39

Claim 39 is a dependent claim that requires the page halves (44) to be connected together with a weld (60, page 8, line 10).

(vi) Grounds of rejection to be reviewed on appeal.

Whether claims 7-15, 23, 27, 28, 30-32, and 34-39 are obvious under 35 U.S.C. § 103(a) in view of the combination of Weisburn et al. (U.S. Patent No. 5,697,498) and Eskandry (U.S. Patent No. 6,409,013).

(vii) **Argument.**

**Rejections of claims 7-15, 23, 27, 28, 30-32, and 34-39 as being obvious
in view of the combination of Weisburn 5,697,498 and Eskandry 6,409,013**

Independent Claim 7

Claim 7 requires the container to have a two-disc holding page (formed from two page halves) that defines an edge that is adhesively connected to the spine of paperboard cover. Claim 7 requires the edge of the page to define a V-shaped pocket that receives the adhesive that connects the page to the spine. Claim 7 specifically requires the V-shaped pocket to have an apex disposed between the sides of the page thus requiring the pocket to be indented into the body of the page. The Final Office Action cites the cross section views of FIGS. 7-9 of Weisburn to support its conclusion that the structure recited in claim 7 is disclosed in Weisburn. The Final Office Action admits that the Weisburn pages are not connected to the Weisburn spine with an adhesive but contends that one of ordinary skill in the art would find the invention of claim 7 obvious in view of the teachings of Eskandry. The Applicant respectfully traverses the rejection (1) because Weisburn does not disclose a page edge having a V-shaped pocket, (2) because the Eskandry reference does not disclose an arrangement wherein a page edge is adhesively connected to a spine, and (3) because the Weisburn reference teaches away from connecting page edges to a spine with adhesive and doing such would destroy the hinge function of Weisburn.

With respect to the V-shaped pockets defined by the edge of the page recited in claim 7, the Final Office Action contends: "The edge of the page cooperates with the spine to define a pocket that is V-shaped in cross section to provide a pocket, the V-shaped pocket with an apex disposed directly between the first and second sides of the page (figures 7-9)." Page 3, of the Final Office Action. Having cited FIGS 7-9 of Weisburn to support this rejection, the Applicant believes the Final Office Action considers the outer surface of element 94 of Weisburn as the "edge" of the Weisburn "page." The Applicant submits element 94 of Weisburn is not actually the Weisburn page edge. The edge of Weisburn's page is identified by reference numeral 68 in FIG. 9 with elements 94 being

"tapered ends" that project from the ends of the edges 68 to provide camming surfaces for the Weisburn pages. The camming function of tapered ends 94 is shown in FIGS. 7-9 where the pages rotate against one another. Given that Weisburn's edges 68 are flat and not at all V-shaped, the Applicant believes the Final Office Action considers Weisburn's tapered ends 94 to meet the claim 7 recitation of the V-shaped pocket defined by the edge of the page. However, the Applicant respectfully submits Weisburn's tapered ends 94 do not define the V-shaped pocket recited in claim 7. Weisburn's tapered ends 94 are tapered with the apex of the page facing outwardly such that it is not disposed directly between the sides as recited in claim 7. The cited Weisburn structure cannot receive adhesive and the application of adhesive of tapered ends 94 would destroy the camming function of these ends. The Applicant thus respectfully submits the structure cited in the Weisburn reference does not meet the V-shaped pocket structure recited in claim 7.

Turning back to the language in the Final Office Action, the Applicant also respectfully traverses an interpretation wherein the edge of the Weisburn page somehow cooperates with the Weisburn spine to define the V-shaped pocket. The Final Office Action states: "The edge of the page cooperates with the spine to define a pocket that is V-shaped in cross section to provide a pocket," Page 3 of the Final Office Action. The Applicant submits such a cooperating pocket, even if somehow disclosed by Weisburn, is not relevant to the structure recited in claim 7 which requires the edge of the page to define the V-shaped pocket.

Claim 7 requires an adhesive connection between the page edge and the spine of the cover. The Final Office Action cites Col. 3, lines 6-15 and Col. 11, lines 25-29 of Eskandry to disclose the adhesive connection of the page edges to the spine. The Applicant respectfully disagrees. Eskandry discloses the adhesive connection of plate hinge segments (as admitted in the Final Office Action) to the Eskandry spine with an adhesive. The plate hinge segments are structural elements disposed between the spine and the page edges. The Eskandry page edges are not themselves adhesively connected to the spine of the cover as recited in the claim. Eskandry thus does not disclose, teach, or suggest the configuration of an adhesive connection between the page edge and the spine of the cover.

Further, the Weisburn pages are not configured to be connected to the spine of the cover with an adhesive. Weisburn's pages are configured to flip over each other as the tapered ends 94 cam against each other as shown in FIGS. 7-9. Adhesively connecting the page edges (68) or (94) of Weisburn to the Weisburn spine destroys the flipping function desired by Weisburn. Further, the tapered end 94 define a large gap between the flat page edges (68) and the tapered sidewall ends (94) that is used for hinges (90) (see FIG. 10) that allow the pages to turn against each other. Bonding the Weisburn pages to the spine of the cover in the manner set forth in the Final Office Action would destroy the function of the Weisburn hinges (90) and prevent the ends (94) of the sidewalls from camming against one another. One of ordinary skill in the art would thus not be led to make such a change in the Weisburn device in view of the Eskandry teachings. The Office Action concludes that one of ordinary skill in the art would make this change to Weisburn to "reduce costs and processing steps" without any explanation of how these reductions would occur or if the purported changes to Weisburn would even result in such reductions. Further, Eskandry teaches an adhesive connection between the plate hinge segments (Eskandry, Col. 3, line 7 and Col. 11, lines 24-25) and the spine of the cover. The Applicant respectfully submits that one of ordinary skill in the art would be led by the Eskandry's teachings connect Weisburn's hinges 90 to the Weisburn spine given the similarity of Weisburn hinges 90 and the Eskandry plate hinge segments. The Applicant thus submits the cited combination of references does not render the invention of claim 7 obvious.

Independent Claim 27

Claim 27 defines the relationship of the literature page and the page halves. Claim 27 requires the literature page to be pressed between the page halves of a page that is adhesively connected at its edge to the inner surface of an outer spine of a paperboard cover. The Applicant respectfully traverses the rejection of claim 27 (1) because Weisburn does not disclose a literature page pressed between the page halves and (2) the combination of Weisburn and Eskandry does not disclose, teach, or suggest page edges adhesively connected to the inner surface of a cover spine.

The Weisburn pages define a literature compartment that allows the literature to be slipped into and out of the compartment (Weisburn, Col. 7, lines 12-20). The page halves of Weisburn thus do not press the literature between them. Claim 27 requires the literature card to be pressed between the page halves. This prevents the literature card from moving or shifting out of alignment. The cited combination of references does not disclose, teach, or suggest the pressed configuration of the literature card of claim 27 and thus does not render the invention recited in the claim obvious.

In addition, similar to claim 7 discussed above, claim 27 requires the page to have an edge connected to the inner surface of the outer spine with an adhesive to connect the page to the cover. The cited combination of Weisburn and Eskandry does not disclose, teach, or suggest adhesively connecting the page edge to the spine in the manner recited in the claim. The Final Office Action cites Col. 3, lines 6-15 and Col. 11, lines 25-29 of Eskandry to disclose the adhesive connection of the page edges to the spine. The Applicant respectfully disagrees. Eskandry discloses the adhesive connection of plate hinge segments (as admitted in the Final Office Action) to the Eskandry spine with an adhesive. The plate hinge segments are structural elements disposed between the spine and the page edges. The Eskandry page edges are not themselves adhesively connected to the spine of the cover as recited in the claim. Eskandry thus does not disclose, teach, or suggest the configuration of an adhesive connection between the page edge and the spine of the cover.

Further, the Weisburn pages are not configured to be connected to the spine of the cover with an adhesive. Weisburn's pages are configured to flip over each other as the tapered ends 94 cam against each other as shown in FIGS. 7-9. Adhesively connecting the page edges (68) or (94) of Weisburn to the Weisburn spine destroys the flipping function desired by Weisburn. Further, the tapered end 94 define a large gap between the flat page edges (68) and the tapered sidewall ends (94) that is used for hinges (90) (see FIG. 10) that allow the pages to turn against each other. Bonding the Weisburn pages to the spine of the cover in the manner set forth in the Final Office Action would destroy the function of the Weisburn hinges (90) and prevent the ends (94) of the sidewalls from camming against one another. One of ordinary skill in the art would thus not be led to make such a change

in the Weisburn device in view of the Eskandry teachings. The Office Action concludes that one of ordinary skill in the art would make this change to Weisburn to "reduce costs and processing steps" without any explanation of how these reductions would occur or if the purported changes to Weisburn would even result in such reductions. Further, Eskandry teaches an adhesive connection between the plate hinge segments (Eskandry, Col. 3, line 7 and Col. 11, lines 24-25) and the spine of the cover. The Applicant respectfully submits that one of ordinary skill in the art would be led by the Eskandry's teachings connect Weisburn's hinges 90 to the Weisburn spine given the similarity of Weisburn hinges 90 and the Eskandry plate hinge segments. The Applicant thus submits the cited combination of references does not render the invention of claim 27 obvious.

Independent Claim 30

Claim 30 requires a CD or DVD storage container to have a paperboard cover and a page connected to the inner surface of the outer spine with an adhesive to connect the page to the cover. Claim 30 also requires the outer perimeter of the page to be disposed directly between the front cover member and the rear cover member when the front and rear covers are closed on the page. The Applicant respectfully traverses the rejection of the invention of claim 30 in view of the Weisburn and Eskandry references because the cited references do not connect disc-holding page edges to a spine with adhesive wherein the outer perimeter of the page is disposed directly between the front and rear paperboard cover members when the front and rear cover members are closed on the page.

The cited combination of Weisburn and Eskandry does not disclose, teach, or suggest adhesively connecting the page edge to the spine in the manner recited in the claim. The Final Office Action cites Col. 3, lines 6-15 and Col. 11, lines 25-29 of Eskandry to disclose the adhesive connection of the page edges to the spine. The Applicant respectfully disagrees. Eskandry discloses the adhesive connection of plate hinge segments (as admitted in the Final Office Action) to the Eskandry spine with an adhesive. The plate hinge segments are structural elements disposed between the spine and the page edges. The Eskandry page edges are not themselves adhesively connected to the spine of the cover as recited in the claim. Eskandry thus does not disclose, teach, or

suggest the configuration of an adhesive connection between the page edge and the spine of the cover.

Further, the Weisburn pages are not configured to be connected to the spine of the cover with an adhesive. Weisburn's pages are configured to flip over each other as the tapered ends 94 cam against each other as shown in FIGS. 7-9. Adhesively connecting the page edges (68) or (94) of Weisburn to the Weisburn spine destroys the flipping function desired by Weisburn. Further, the tapered end 94 define a large gap between the flat page edges (68) and the tapered sidewall ends (94) that is used for hinges (90) (see FIG. 10) that allow the pages to turn against each other. Bonding the Weisburn pages to the spine of the cover in the manner set forth in the Final Office Action would destroy the function of the Weisburn hinges (90) and prevent the ends (94) of the sidewalls from camming against one another. One of ordinary skill in the art would thus not be led to make such a change in the Weisburn device in view of the Eskandry teachings. The Office Action concludes that one of ordinary skill in the art would make this change to Weisburn to "reduce costs and processing steps" without any explanation of how these reductions would occur or if the purported changes to Weisburn would even result in such reductions. Further, Eskandry teaches an adhesive connection between the plate hinge segments (Eskandry, Col. 3, line 7 and Col. 11, lines 24-25) and the spine of the cover. The Applicant respectfully submits that one of ordinary skill in the art would be led by the Eskandry's teachings connect Weisburn's hinges 90 to the Weisburn spine given the similarity of Weisburn hinges 90 and the Eskandry plate hinge segments. The Applicant thus submits the cited combination of references does not render the invention of claim 27 obvious.

Independent Claim 35

Claim 35 requires a CD or DVD storage container to have a paperboard cover and a page having at least one edge connected to the inner surface of the outer spine with an adhesive to connect the page to the cover. The claim further requires the page to have first and second page halves with the first and second page halves having been separately formed and joined together back-to-back to form the substantially rigid page. Each of the page halves has a disc holding hub adapted to hold a disc-shaped item of recorded media.

The Applicant respectfully submits the cited Weisburn reference does not have pages connected to a cover in the manner recited in these claims. Further, the Applicant respectfully traverses the conclusion set forth in the Office Action that the teachings of Eskandry would lead on of ordinary skill in the art at the time of the invention to adhesively bond the pages of Weisburn to the spine.

The cited combination of Weisburn and Eskandry does not disclose, teach, or suggest adhesively connecting the page edge to the spine in the manner recited in the claim. The Final Office Action cites Col. 3, lines 6-15 and Col. 11, lines 25-29 of Eskandry to disclose the adhesive connection of the page edges to the spine. The Applicant respectfully disagrees. Eskandry discloses the adhesive connection of plate hinge segments (as admitted in the Final Office Action) to the Eskandry spine with an adhesive. The plate hinge segments are structural elements disposed between the spine and the page edges. The Eskandry page edges are not themselves adhesively connected to the spine of the cover as recited in the claim. Eskandry thus does not disclose, teach, or suggest the configuration of an adhesive connection between the page edge and the spine of the cover.

Further, the Weisburn pages are not configured to be connected to the spine of the cover with an adhesive. Weisburn's pages are configured to flip over each other as the tapered ends 94 cam against each other as shown in FIGS. 7-9. Adhesively connecting the page edges (68) or (94) of Weisburn to the Weisburn spine destroys the flipping function desired by Weisburn. Further, the tapered end 94 define a large gap between the flat page edges (68) and the tapered sidewall ends (94) that is used for hinges (90) (see FIG. 10) that allow the pages to turn against each other. Bonding the Weisburn pages to the spine of the cover in the manner set forth in the Final Office Action would destroy the function of the Weisburn hinges (90) and prevent the ends (94) of the sidewalls from camming against one another. One of ordinary skill in the art would thus not be led to make such a change in the Weisburn device in view of the Eskandry teachings. The Office Action concludes that one of ordinary skill in the art would make this change to Weisburn to "reduce costs and processing steps" without any explanation of how these reductions would occur or if the purported changes to Weisburn would even result in such reductions. Further, Eskandry

teaches an adhesive connection between the plate hinge segments (Eskandry, Col. 3, line 7 and Col. 11, lines 24-25) and the spine of the cover. The Applicant respectfully submits that one of ordinary skill in the art would be led by the Eskandry's teachings connect Weisburn's hinges 90 to the Weisburn spine given the similarity of Weisburn hinges 90 and the Eskandry plate hinge segments. The Applicant thus submits the cited combination of references does not render the invention of claim 27 obvious.

Conclusion

As described in detail above, the Applicant submits the Examiner has failed to establish prima facie cases of obviousness. The Applicant respectfully requests a decision in favor of the allowability of the claims.

(viii) Claims Appendix

1-6. (Canceled)

7. (Previously presented) A CD or DVD storage container for holding multiple discs and for providing multiple locations for printed graphics; the storage container comprising:

 a cover having a front cover member, a rear cover member, and a spine disposed between the front and rear cover members;

 at least one page having a structure adapted to hold at least one item of recorded media; the page having first and second side surfaces; the structure adapted to hold at least one item of recorded media disposed on one of the first and second sides of the page;

 the at least one page having at least one edge;

 the edge of the page being connected to the spine with an adhesive to connect the page to the cover;

 the front and rear cover members being moveable between open and closed positions;

 each page being adapted to hold two items of recorded media;

 each page including being formed from two page halves that are connected together in a back to back arrangement so that two discs are accessible from opposite sides of each page;

 each page being substantially rigid;

 the cover being fabricated from paperboard; and

 the edge of the page defining a pocket that is V-shaped in cross section to provide a pocket for the adhesive; the V-shaped pocket having an apex disposed directly between the first and second sides of the page.

8. (Previously presented) The storage container of claim 7, wherein the page halves are connected together with locking fingers.

9. (Previously presented) The storage container of claim 8, wherein the page halves define a pocket associated with each locking finger; and each locking finger is disposed in one of the pockets to protect the locking finger.

10. (Previously presented) The storage container of claim 7, wherein the page halves are connected together with adhesive.

11. (Previously presented) The storage container of claim 7, wherein the page halves are connected together with a weld.

12. (Previously presented) The storage container of claim 7, further comprising a literature card disposed between the page halves.

13. (Original) The storage container of claim 12, wherein each page half includes a rear surface; the rear surface of each page half including planar portions that abut the literature card.

14. (Original) The storage container of claim 13, wherein the rear surface of each page half has a surface area; the planar portions defining a majority of the surface area of the page half.

15. (Original) The storage container of claim 13, wherein at least one of the page halves is substantially transparent.

16-22. (Canceled)

23. (Previously presented) The storage container of claim 27, wherein the front and rear covers pivot with respect to the outer spine independent of the rigid page.

24-26. (Canceled)

27. (Previously presented) A CD or DVD storage container for holding multiple discs and for providing multiple locations for printed graphics; the storage container comprising:

a paperboard cover having a front cover member, a rear cover member, and an outer spine disposed between the front and rear cover members; the spine being a unitary body having an outer surface and an inner surface;

at least the outer surface of the outer spine being exposed for viewing when the cover is closed;

a substantially rigid page adapted to hold a pair of disc-shaped items of recorded media;

the page having at least one edge connected to the inner surface of the outer spine with an adhesive to connect the page to the cover;

the page having first and second page halves; the first and second page halves having been separately formed and joined together back-to-back to form the substantially rigid page; each of the page halves having a disc holding hub adapted to hold a disc-shaped item of recorded media; and

a literature card being pressed between the first and second halves such that the literature card is disposed between the disc-shaped items of recorded media when the disc-shaped items of recorded media are carried by the page halves.

28. (Previously presented) The storage container of claim 27, wherein each page half includes a planar portion surrounding the disc holding hub; a substantial portion of the literature card being visible through the planar portions of the page halves.

29. (Canceled)

30. (Previously presented) A CD or DVD storage container for holding multiple discs and for providing multiple locations for printed graphics; the storage container comprising:

- a paperboard cover having a front cover member, a rear cover member, and an outer spine disposed between the front and rear cover members; the spine being a unitary body having an outer surface and an inner surface, the outer surface of the outer spine being exposed for viewing when the cover is closed;

- the front and rear cover members being moveable between open and closed positions;

- a page having a structure adapted to hold two items of recorded media on opposite sides of the page;

- the page having at least one edge and an outer perimeter;

- the edge of the page being connected to the inner surface of the outer spine with an adhesive to connect the page to the cover;

- the front and rear covers being pivotable with respect to the outer spine independent of the rigid page; and

- the outer perimeter of the page being disposed directly between the front cover member and the rear cover member when the front and rear covers are closed on the page.

31. (Previously presented) The storage container of claim 30, wherein the page has first and second page halves; the first and second page halves having been separately formed and joined together to form the page; each of the page halves having a disc holding hub adapted to hold a disc-shaped item of recorded media; and

- a literature card being disposed between the first and second halves such that the literature card is disposed between the disc-shaped items of recorded media when the disc-shaped items of recorded media are carried by the page halves.

32. (Previously presented) The storage container of claim 30, wherein each page half includes a planar portion surrounding the disc holding hub; a substantial portion of the literature card being visible through the planar portions of the page halves.

33. (Canceled)

34. (Previously presented) The storage container of claim 32, wherein the page halves are connected together with a weld.

35. (Previously presented) A CD or DVD storage container for holding multiple discs and for providing multiple locations for printed graphics; the storage container comprising:

a paperboard cover having a front cover member, a rear cover member, and an outer spine disposed between the front and rear cover members; the spine being a unitary body having an outer surface and an inner surface;

at least the outer surface of the outer spine being exposed for viewing when the cover is closed;

a substantially rigid page adapted to hold a pair of disc-shaped items of recorded media;

the page having at least one edge connected to the inner surface of the outer spine with an adhesive to connect the page to the cover; and

the page having first and second page halves; the first and second page halves having been separately formed and joined together back-to-back to form the substantially rigid page; each of the page halves having a disc holding hub adapted to hold a disc-shaped item of recorded media.

36. (Previously presented) The storage container of claim 35, wherein each page half includes a planar portion surrounding the disc holding hub.

37. (Previously presented) The storage container of claim 35, wherein the page halves are connected together with locking fingers.

38. (Previously presented) The storage container of claim 35, wherein the page halves are connected together with adhesive.

39. (Previously presented) The storage container of claim 35, wherein the page halves are connected together with a weld.

(ix) Evidence Appendix

None.

(x) Related proceedings

None.